

## ORDER

FIRST COAST NEWS



A GARNETT COMPANY

**Orders**  
**Order / Rev:** 714891  
**Alt Order #:** 06323191  
**Product Desc:** BEAN FOR FL SENATE  
**Estimate:** 481  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 09/19/12 / 09/19/12  
**Order Type:** Core

**WTLV-TV**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Bean, A/ R / FI Senate  
**Demographic:** A35+  
**Product Codes:** PL-State Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	56	\$35,190.00	\$29,911.50
10/29/12	10/29/12	10	\$6,625.00	\$5,631.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$35,190.00	\$29,911.50	0.00
November 2012	10	\$6,625.00	\$5,631.25	0.00
<b>Totals</b>	<b>66</b>	<b>\$41,815.00</b>	<b>\$35,542.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	31%	\$41,815.00
Market	100%	\$134,887.10

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$2,697.74
WCWJ	0%	\$0.00
WJXT	33%	\$44,512.74
WJXX	4%	\$5,395.48
WTEV	30%	\$40,466.13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/23/12	10/26/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	-TWTF--	:30	4	\$950.00	P-3	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$950.00		0.00			
E 2	WTLV	10/23/12	10/26/12	Today Show M-F 7-9am	CM	7a-9a	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$800.00		0.00			
E 3	WTLV	10/23/12	10/26/12	Today Show II M-F 9-10am	CM	9a-10a	-TWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTLV	10/23/12	10/26/12	Today Show II M-F 9-10am	CM	9a-10a	-TWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4			\$400.00			0.00			
E 4	WTLV	10/23/12	10/26/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWTF--	:30	4	\$575.00	P-3	0.00	NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4			\$575.00			0.00			
E 5	WTLV	10/23/12	10/26/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4			\$1,000.00			0.00			
E 6	WTLV	10/23/12	10/26/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4			\$1,000.00			0.00			
E 7	WTLV	10/23/12	10/26/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4			\$1,200.00			0.00			
E 8	WTLV	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	-2222--	:30	8	\$150.00	P-3	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-2222--		8			\$150.00			0.00			
E 9	WTLV	10/23/12	10/28/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-TWTFSS	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTFSS		6			\$400.00			0.00			
E 10	WTLV	10/24/12	10/24/12	Wed Prime A Wed Prime A	CM	Wed 8p-9p	--W----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----		1			\$1,500.00			0.00			
E 11	WTLV	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$400.00			0.00			
E 12	WTLV	10/27/12	10/27/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	2	\$315.00	P-3	0.00	NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$315.00			0.00			
E 13	WTLV	10/27/12	10/27/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	2	\$315.00	P-3	0.00	NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$315.00			0.00			
E 14	WTLV	10/27/12	10/28/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p	-----SS	:30	4	\$335.00	P-3	0.00	NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----SS		4			\$335.00			0.00			
E 15	WTLV	10/28/12	10/28/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$850.00			0.00			
E 16	WTLV	10/28/12	10/28/12	NFL Regular Season Fo6M NFL Regular Season	CM	NFL Regular Seas	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$2,500.00			0.00			



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WTLV-TV

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E 16	WTLV	10/28/12	10/28/12	NFL Regular Season Football NFL Regular Season	CM	NFL Regular Season	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
E 17	WTLV	10/28/12	10/28/12	Sun 12x-1x FCN on Point / Chris Matthews	CM	Sun 12a-1a	-----S	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S					2	\$20.00		0.00			
E 18	WTLV	10/29/12	10/29/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	M-----	:30	1	\$950.00	P-3	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$950.00		0.00			
E 19	WTLV	10/29/12	10/29/12	Today Show M-F 7-9am	CM	7a-9a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$800.00		0.00			
E 20	WTLV	10/29/12	10/29/12	Today Show II M-F 9-10am	CM	9a-10a	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
E 21	WTLV	10/29/12	10/29/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	:30	1	\$575.00	P-3	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$575.00		0.00			
E 22	WTLV	10/29/12	10/29/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
E 23	WTLV	10/29/12	10/29/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
E 24	WTLV	10/29/12	10/29/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$1,200.00		0.00			
E 25	WTLV	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					2	\$150.00		0.00			
E 26	WTLV	10/29/12	10/29/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
													Totals	66	\$41,815.00